



Philips
Hospitality LCD television

32" class (31.5")
37" class (37.0")

HD LCD television with
Pro:Idiom® and MPEG-4

32HFL4461F/27
37HFL4481F/27

The Lavish Range

The Philips Lavish range provides an ideal Free-to-Guest solution for offering premium HD content including MPEG-4, Pro:Idiom® and Philips Smart features. Can be further tailored to your needs with a la carte options including Meet the Truck professional installation, third year advanced exchange warranty, and/or a Philips Smart Gateway*.

Featuring MPEG-4 decoding and Pro:Idiom®, this range will meet your technical Free-to-Guest (FTG) specification. Equally compelling are the Smart features only Philips delivers, including on this range: SmartPower with Autosense for maximum power savings, SmartCP autosensing side inputs***, and SmartGuide, the fast, free way for your guests to access the content they want to watch. We have even improved our SmartStand which now can be set to swivel 30, 60, or 90 degrees, left or right. Coupled with our unique advanced exchange warranty and 24/7 customer support, our Lavish Free-to-Guest range offers impressive value.

A la carte options provide extra values and allow you to further tailor a solution to your needs. Adding Philips' Meet the Truck professional installation ends your installation headaches, as we will schedule delivery, meet and unload the truck, and install and program the televisions. Selecting the optional Philips Smart Gateway (PSG) allows remote management of your televisions and includes the installation of the unit. The PSG allows all your new Philips televisions to be cloned and managed without ever visiting the room and enables SmartSecure**, the first built-in theft prevention technology for commercial televisions.

Sustainable solutions

- SmartPower® with AutoSense
- Energy Star 3.0 compliant
- RoHS compliant / lead-free
- Eco-sensitive materials and packaging

Guest experience

- SmartGuide
- SmartCP autosensing side jack panel***
- Connectivity panel and soundbar compatible
- Full HD LCD display, 1920x1080p (37")
(32" is 1366 x 768p)

Operational excellence

- SmartInstall
- SmartUpdate**
- SmartSecure**
- Two-year advanced exchange warranty*
- Philips Smart Gateway compatible
- SmartStand
- Installation available through Philips installation partners
- 24/7 live customer support (USA-based)
- Financing and leasing programs
- Technical and engineering support (USA-based)

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PHILIPS
sense and simplicity

Product highlights

SmartPower³ with AutoSense:

All Philips 2009 and newer model ranges are Energy Star 3.0 compliant. SmartPower³ goes further, allowing the backlight intensity to be varied to reduce the power consumption, saving substantially on energy costs. New is AutoSense, a built-in optimization engine that uses a light sensor to always deliver the best possible picture at the lowest possible energy consumption based on actual room conditions. In addition, Philips' Energy Savings Programmability allows the television to turn itself off when not in use to save even more energy when guests or maids leave TVs on for long periods while the room is vacant.

SmartSecure^{}:**

An industry first from Philips, SmartSecure makes all of your televisions useless if they are removed from your property. If theft is a problem, you will want to publicize that your TVs have SmartSecure and only function onsite.

SmartUpdate^{}:**

Philips televisions are the first to automatically keep themselves updated. Simply add a Philips Smart Gateway and all Philips commercial televisions on the property will check for updated channel maps and/or software and update in the background when new files are found, minimally disturbing the guest experience.

SmartInstall:

Philips debuts an easy to use and complete installation solution. Now it's easier than ever to provide the best possible installation experience for your property and the best possible guest experience. SmartInstall software allows all features to be set and all channels to be mapped in a fraction of the time it takes to do so on the television using a remote. The resultant file is then easily cloneable to all TVs on the property via USB or RF communication (RF cloning requires the addition of a PSG).

SmartGuide:

Hotel guests have difficulty finding a program they want to watch since they have no idea which channel is which in an unfamiliar city. Even a traditional electronic program guide (EPG) is little help as the guest has to scroll through multiple channel pages to find the program they want to watch. Traditional EPGs are no better for hotels, since fees are charged on a per room basis. Philips is proud to introduce a better content location tool - SmartGuide. Simply search by type of content, for example "Sports" and instantly see all the Sports channels available. Your guest is seconds away from the programs they want to watch!

Full HD LCD display, 1920x1080p:

Our larger LCD TVs offer Full HD resolution of 1080 progressive lines, each with 1920 pixels for a total of just over 2 million pixels (compare this to the 1 million pixels delivered by 1366 x 768p panels). If you have ever blown up a photo taken on a lower resolution camera you know that the larger the image needs to be, the more pixels you need to make the image look acceptable. Similarly, larger televisions benefit from having more pixels, especially when viewed from a close distance, like in a hotel room, where having less pixels results in less pixel density on the display and noticeable stair stepping and screen door effects. (32" model is 1366 x 768).

SmartCP autosensing side inputs:

Allowing your guests to access their content sources has never been easier. The guest simply plugs their device into our easily accessible side connectivity panel and the TV will automatically detect and switch to the correct input. Guests can even plug their USB memory sticks right into the set and play back music or photos ***.

SmartStand²:

Philips unique SmartStand² is a complete commercial solution, offering a full 180 degree swivel that can be limited in either or both directions to 30, 60 or 90 degrees. The stand includes a fully securable mounting plate that can be affixed either using security screws or non-drill adhesive. All security hardware for drill and non-drill mounting is included on select models****.

Meet the Truck Professional Installation:

Philips offers an optional complete professional installation with this range. Our installation team will arrange all details, from scheduling, meeting and unloading the truck, to installing and programming the televisions. Complete guidelines for Meet the Truck program available upon request.

Two-year advanced exchange warranty*:

Philips offers unmatched commitment to keeping your guest rooms in working order. We have such confidence in the reliability of our televisions that we offer a two-year advanced exchange warranty with same day ship (same day ship applies to calls received M-F prior to 2pm ET). In the unlikely event that something does go wrong, we ship a replacement directly to you.

The Philips Advantage: Sustainability, Operational Excellence, and Guest Satisfaction



Sustainability

Philips continues to innovate in ways that make our competitors green with envy. Our dedicated hospitality team only works on products for hotels, and we focus on delivering benefits to you, to your guest, and to the environment. We pioneered energy savings in commercial televisions through the invention of SmartPower and Energy Savings Programmability three years ago. Now we proudly introduce SmartPower³ with AutoSense, a suite of power saving technologies that deliver even more energy savings, automatically optimized for existing room conditions, and meet Energy Star 3.0 requirements. But saving energy is only the beginning, as we go well beyond the industry standard for sustainability. Where others may use brominated flame retardants, we never do. Where others may use packaging that is not eco-friendly, Philips commercial televisions are designed and produced to minimize overall environmental impact, through lower power consumption, removal of hazardous substances, lower weight, more efficient packaging and better recyclability.

When it comes to your business, you don't need any distractions. You look for partners who take the worry out of working with them and allow you to focus on what you do best, pleasing your guest. Philips understands, and Philips Hospitality provides commercial products, backed by a commercial organization, and a unique advanced exchange warranty of up to three years (on select products). We also have around the clock (24/7) customer support, and local service to better support your property. We offer a complete suite of hospitality proven features in our Smart-Hotel package including volume and menu access limiting, cloning, software downloads, and future proof encryption and communication technologies that meet hotel needs today and in the future. The addition of the Philips Smart Gateway allows you to clone or update televisions without ever visiting the room, making owning and maintaining your Philips television as easy as possible. It also allows us to offer the industry's first security-enhanced televisions, featuring SmartSecure, which can deter theft by making your Philips commercial televisions functional only on your property.



Operational excellence

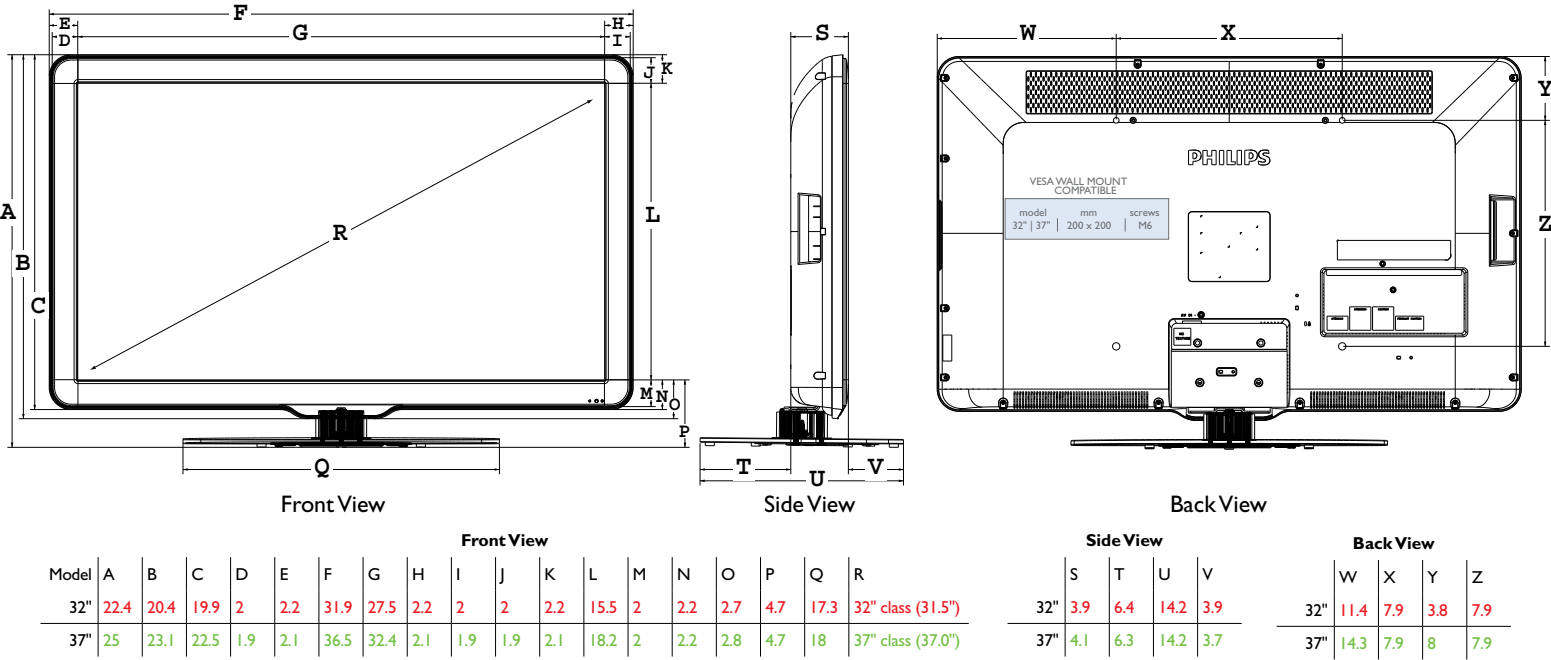


Guest experience

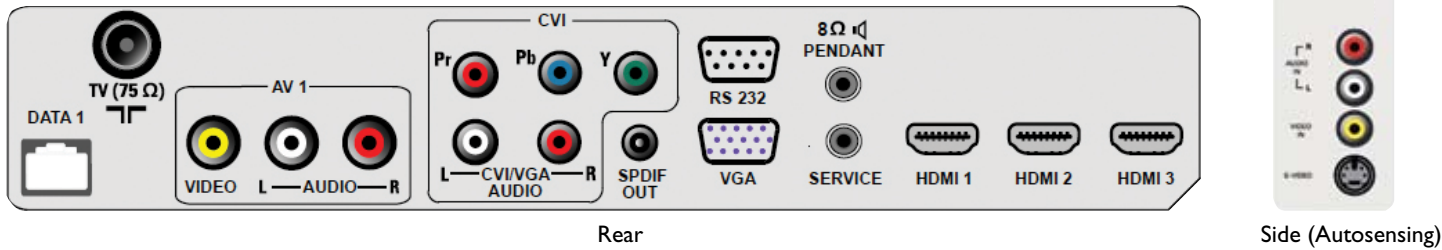
Guest satisfaction is your business, and Philips makes it ours as well, offering innovative features that deliver the best possible guest experience. Guests want better sound in their hotel rooms - they express a strong preference for a more home theater like experience. Philips Hotel Cinema soundbar systems are perfect additions to your guest offering. Guests increasingly bring their own content and look for hotels to provide easy and convenient ways to view or listen to that content. Philips offers guest-friendly connectivity products and features such as our built-in SmartCP autosensing side inputs and compatibility with autosensing in-wall or on-desk connectivity panels. These products allow your guests to enjoy content from their own devices, such as MP3 players or personal gaming systems, on the television, including music and photos from a USB memory stick.

Check out all of our sustainability, operational, and guest-centric features at www.philips.com/hospitality, or review selected highlights in the section to the left.

Dimensional Drawings



Input Panels



Advantages of the Philips Lavish Range

INDUSTRY NORM ¹	PHILIPS ADVANTAGE	PHILIPS SAVINGS
Two-year warranty	Two-year advanced exchange warranty with same day ship	Up to \$50 per room over seven years ²
USB or IR Cloning	Remote cloning (where infrastructure permits)	\$20 per room at setup ³
Customer support open during "normal" business hours (overseas-based)	24/7 live customer support (USA-based)	If you need help the night before you open, this is priceless
Engineering support (overseas-based)	Technical and engineering support (USA-based)	
TV only	Meet the Truck professional installation available	
n/a	Philips Smart Gateway compatible	Up to \$20,000 ⁴
Confusing EPG with fees	SmartGuide	No monthly fee
No established standard	SmartSecure (requires Philips Smart Gateway)	
Plastic swivel stand	SmartStand ² (30/60/90 degree limitable glass swivel stand with integrated security mounting plate)	Up to \$20 per room ⁵
User guide	SmartInstall software for efficient installation	
No established standard	SmartPower ³ with autosense	Up to \$170 per room over seven years ⁶
768p	1080p resolution on larger screen sizes (768p on 32")	
Some inputs require dongles	ALL full-sized inputs	
Bolt-on box for MPEG-4 and Pro:Idiom [®]	Fully integrated MPEG-4 and Pro:Idiom [®] decryption	
Multiple partners to call if you have issues	Total solution from one partner	

1. Industry Norm is an average of all options on the market and may not pertain to any particular manufacturer. 2. Advanced exchange savings based on industry average of 17-day turn around for warranty claim versus 72 hours average for Philips advanced exchange at \$99 per room lost. 3. \$20 per room at setup is based on \$20 per room visit to flash channel map and settings. 4. \$20,000 is based on (\$20 dollar room visit two times per year to update channels x 100 rooms x 5 years. 5. \$20 per room is based on cost of adding security screws, adhesives and plates. 6. \$170 is based on energy saved versus sets without dynamic energy saving and a \$.10 per kWh cost for energy.

Specifications

Key Features

- MPEG-4 (H.264)
- Pro:Idiom®
- Smart Power³ with AutoSense
- SmartGuide
- SmartSecure**
- SmartUpdate**
- SmartStand² (30/60/90 degree limitable glass swivel stand with integrated security mounting plate)

Picture/Display

- Screen class: 32", 37"
- Aspect ratio: 16:9 widescreen
- Display technology: LCD WXGA Active Matrix TFT
- Panel resolution:
1366 x 768p - 32"
1920 x 1080p - 37"
- TV and Cable tuning: NTSC, ATSC, QAM
- Brightness (cd/m²): 500
- Contrast ratio (typical):
1100 to 1 - 32"
1400 to 1 - 37"
- Contrast ratio (dynamic):
8800 to 1 - 32"
11200 to 1 - 37"
- Response time (typical) (ms):
8 - 32"
5 - 37"
- Viewing angle (H/V) (degrees): 178/178
- Supported resolutions (video):
480i (60 Hz)
480p (60 Hz)
720p (60 Hz)
1080i (60 Hz)
1080p (24, 25, 30, 50, 60 Hz)
- Supported resolutions (PC):
640 x 480 (60 Hz)
800 x 600 (60 Hz)
1024 x 768 (60 Hz)
1366 x 768 (60 Hz)
- Philips award winning Pixel Plus 3 HD Processing engine
- Screen format adjustments: 4:3, 5 widescreen modes

Audio

- Sound system: Stereo, Dolby Digital® (AC-3)
- Output power (RMS): 2 x 10 W
- Number of loudspeakers: 2
- Sound enhancement: Incredible Surround

Hotel Convenience

- Installer Setup Menu
- Advanced hotel mode features
- SmartClone
- SmartInstall
- SmartSecure**
- SmartGuide
- Auto volume leveller (AVL)
- SmartPicture and SmartSound
- Connectivity panel compatible
- Soundbar compatible
- SmartLogo
- Advanced exchange warranty (two years)*
- 24/7 customer support
- SmartStand² (30/60/90 degree limitable glass swivel stand with integrated security mounting plate)
- VESA wall mount compatible:
200 x 200 mm, M6 screws: - 32", 37"

Guest Comfort

- SmartCP autosensing side inputs
- USB autoplay (jpg, MP3, and .alb files)
- Maximum volume and turn on volume control
- Turn-on (barker) channel
- Welcome message
- Sleep timer
- Digital audio out for home cinema
- Vchip

Sustainability

- Energy Star 3.0 compliant
- Energy consumption low power standby: 0.8 watts
- Average in use power consumption:
32" - 115.2 watts | 37" - 113.6 watts
- Average in use energy consumption
w/ SmartPower³ = high: 32" - 65.6 watts
37" - 82.8 watts
- Mains power rating:
110-240V, 50/60 Hz - 32", 37"
- Non-brominated flame retardant cabinet
- RoHS compliant, lead-free

Dimensions

- Product dimensions WxHxD (w/ stand) (inches):
31.9 x 22.4 x 14.2 - 32" 36.5 x 25 x 14.2 - 37"
- Product dimensions WxHxD (w/out stand) (inches):
31.9 x 20.4 x 3.9 - 32" 36.5 x 23.1 x 4.1 - 37"
- Product weight (with stand) (lbs.):
35.3 - 32" | 45.2 - 37"
- Product weight (without stand) (lbs.):
25.4 - 32" | 34.2 - 37"
- Packaging dimensions WxHxD (inches):
44.2 x 23.4 x 8.3 - 32" 48.3 x 26.5 x 11.1 - 37"
- Packaging weight (lbs.): 38.6 - 32" | 55.1 - 37"
- Cabinet color: black

Connectivity

- Rear inputs/outputs
Audio L/R in, CVBS in (composite): 1
Audio L/R in, YPbPr (component): 1
15 pin DSUB (VGA): 1
HDMI (V1.3): 3
Antenna F Type: 1
RS232 Serial: 1
SPDIF Out (coaxial): 1
RJ 12 SmartPlug connector: 1
8 ohm speaker output (mono): 1
- Side Inputs
CVBS in with autosensing ***
Audio L/R in with autosensing ***
USB with autosensing
S-video in with autosensing ***

Included Accessories

- Guest remote: RC2888
- Warranty statement
- Power cord (3 m)
- Quick start guide
- SmartStand²

Optional Accessories

- Philips Smart Gateway
- Meet the Truck professional installation
- Additional year warranty (three-year total)
- Setup remote: RC2573GR
- Security screws and adhesive
- Mounting brackets and stands from Peerless Mounts
- Connectivity panels
- Soundbars

UPC/Certifications

- UPC:
6 09585 19117 4 - 32"
6 09585 19021 4 - 37"
- UL: Yes
- NOM: Yes
- CSA: Yes



Issue date 2010-01-29

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www.philips.com/hospitality

*Advanced Exchange warranty is valid in the United States only. Local warranties govern sales in other countries. **Feature requires Philips Smart Gateway. ***Initial product will support USB autosensing but is prepared for full side input autosensing, which will be enabled by a do it yourself software update available in Q2 2010. ****Select models include 26HFL5561V, 32HFL5561V, 37HFL5581V, 42HFL5581V, 26HFL5561L, 32HFL5561L, 37HFL5581L, and 42HFL5581L.

Pro:Idiom is a registered trademark of the Zenith corporation. Dolby Digital is a registered trademark of Dolby Labs. BBE is a registered trademark of BBE Sound, Inc.